Light market analysis

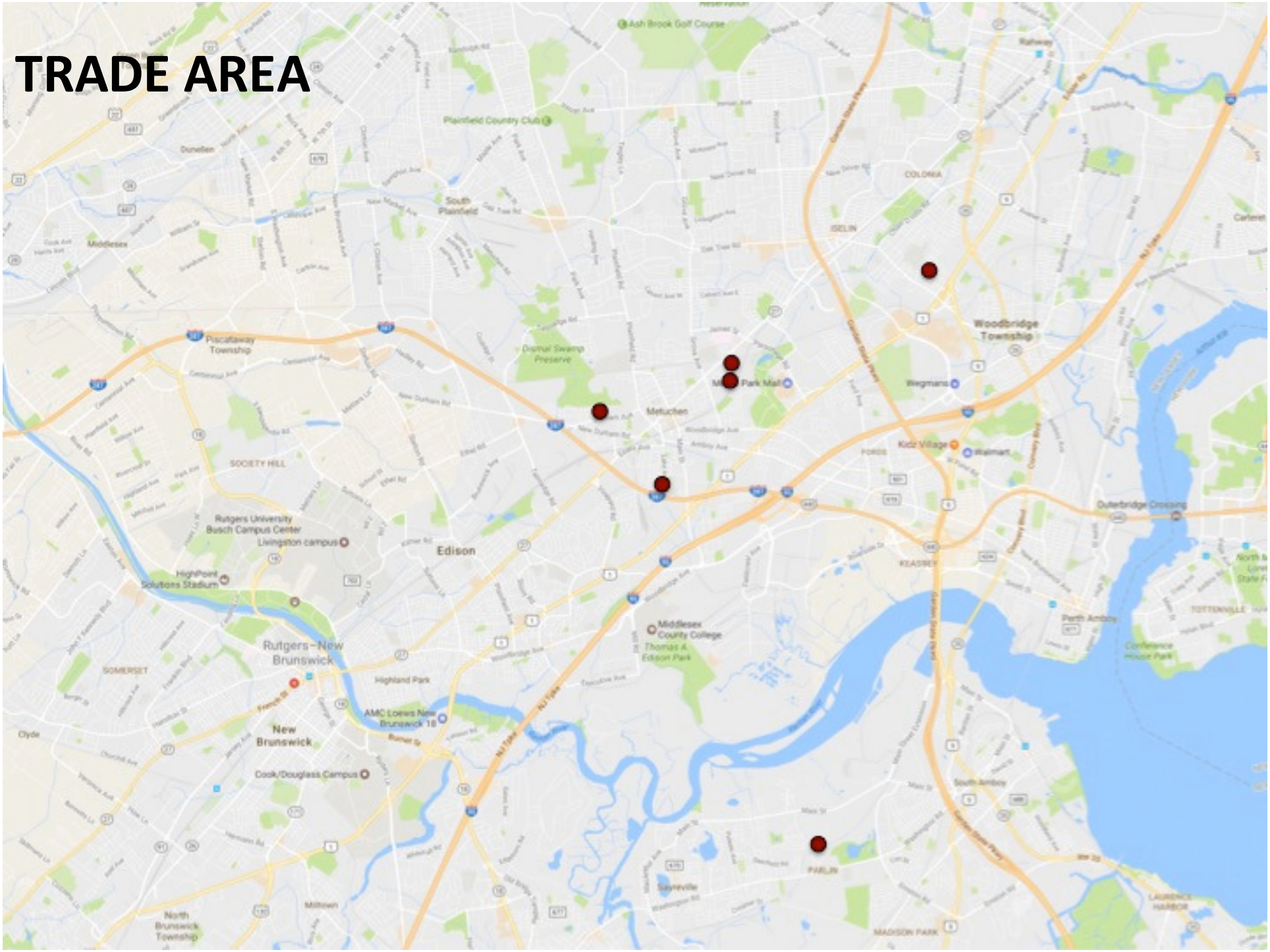
順 路
THIS WAY

Who?
What?
When?
Where?
Why?
How much?

WHAT TO EXAMINE?

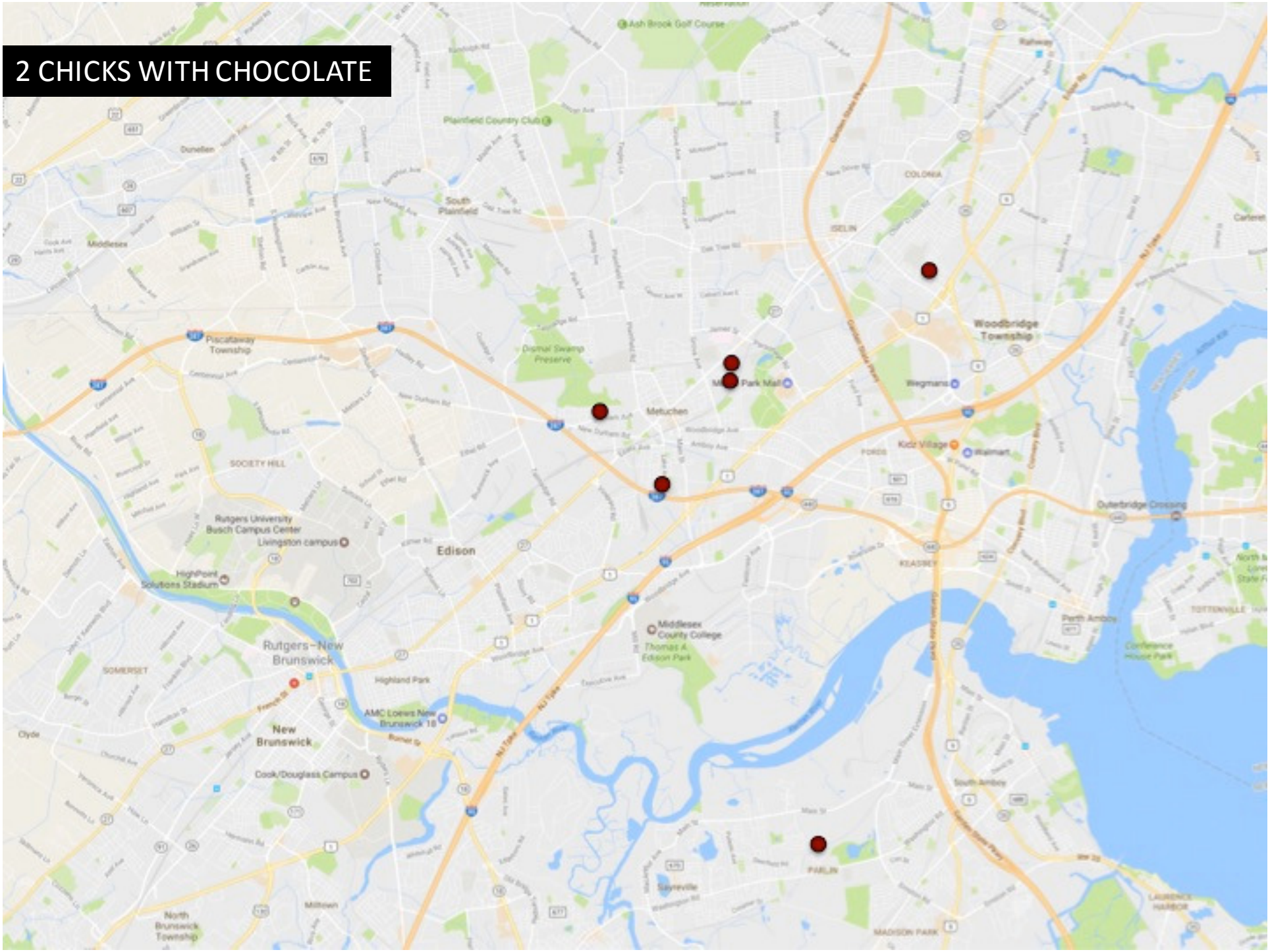
- Trade area
- Population characteristics + trends
- Sales void analysis
- Business inventory analysis
- Competitive context
- Perceptions and attitudes

TRADE AREA

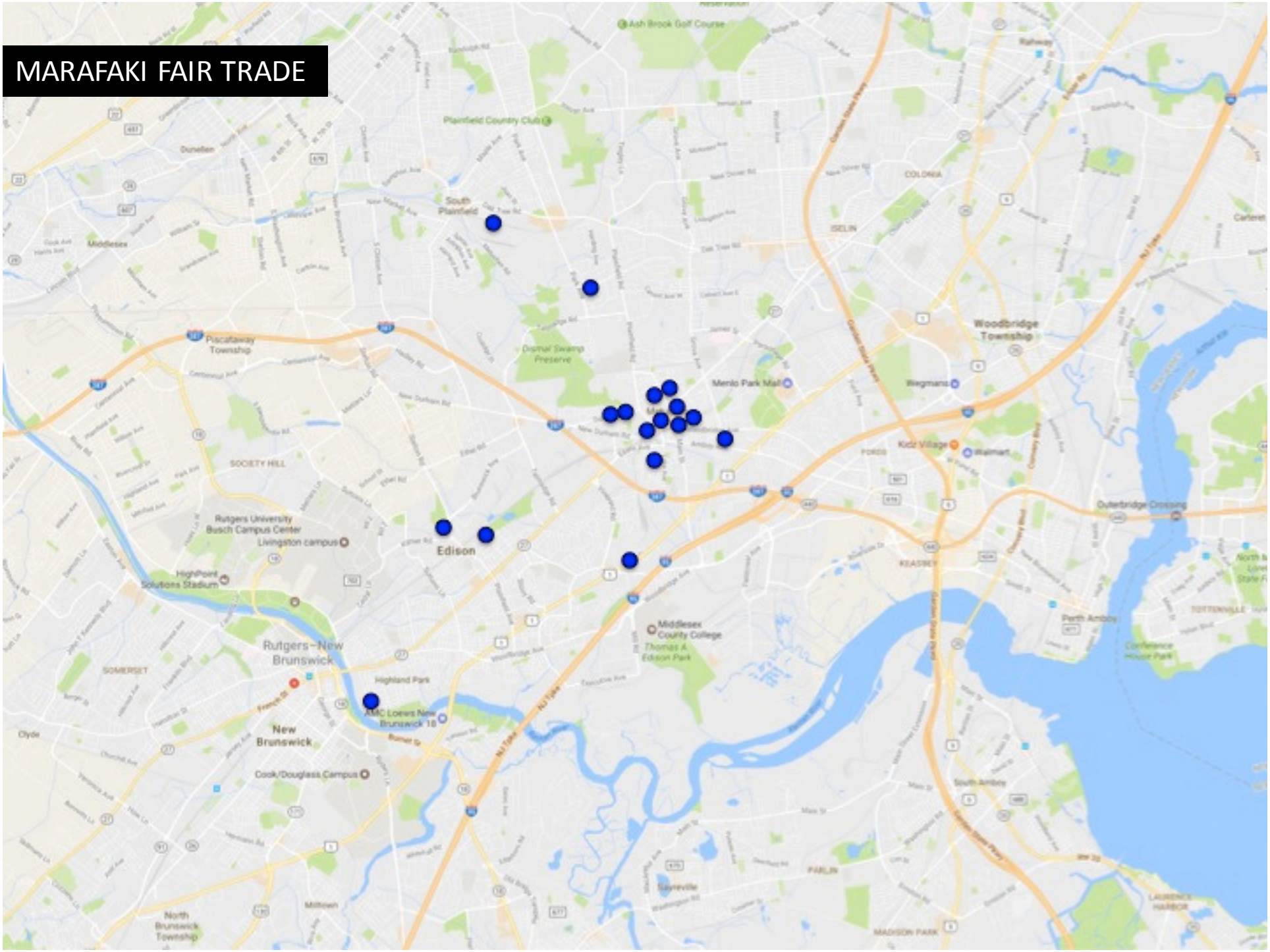


Ash Brook Golf Course
Plainfield Country Club
Dunellen
South Plainfield
Middlesex
Piscataway Township
Dismal Swamp Preserve
Metuchen
Park Mall
Woodbridge Township
Wegmans
Kidz Village
Walmart
COLONIA
ISELIN
FORDS
KEASBEY
Outerbridge Crossing
Perth Amboy
Conference House Park
TOTTENVILLE
SOCIETY HILL
Rutgers University Busch Campus Center
Livingston campus
Edison
HighPoint Solutions Stadium
Rutgers-New Brunswick
SOMERSET
Highland Park
AMC Loews New Brunswick 18
New Brunswick
Cook/Douglass Campus
Clyde
Middlesex County College
Thomas A. Edison Park
South Amboy
PARLIN
Sayreville
MADISON PARK
LAURENCE HARBOR
North Brunswick Township
Milltown

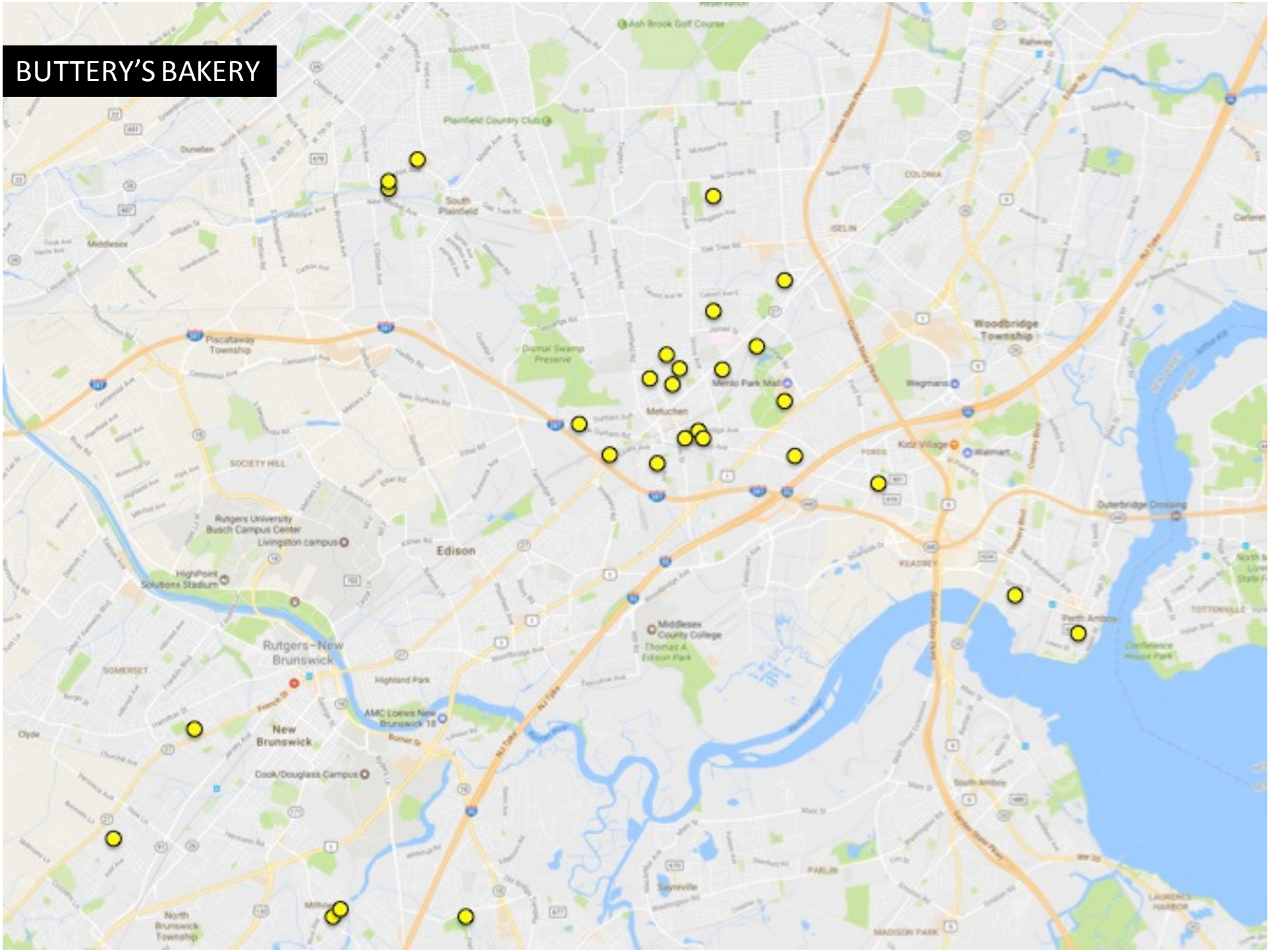
2 CHICKS WITH CHOCOLATE



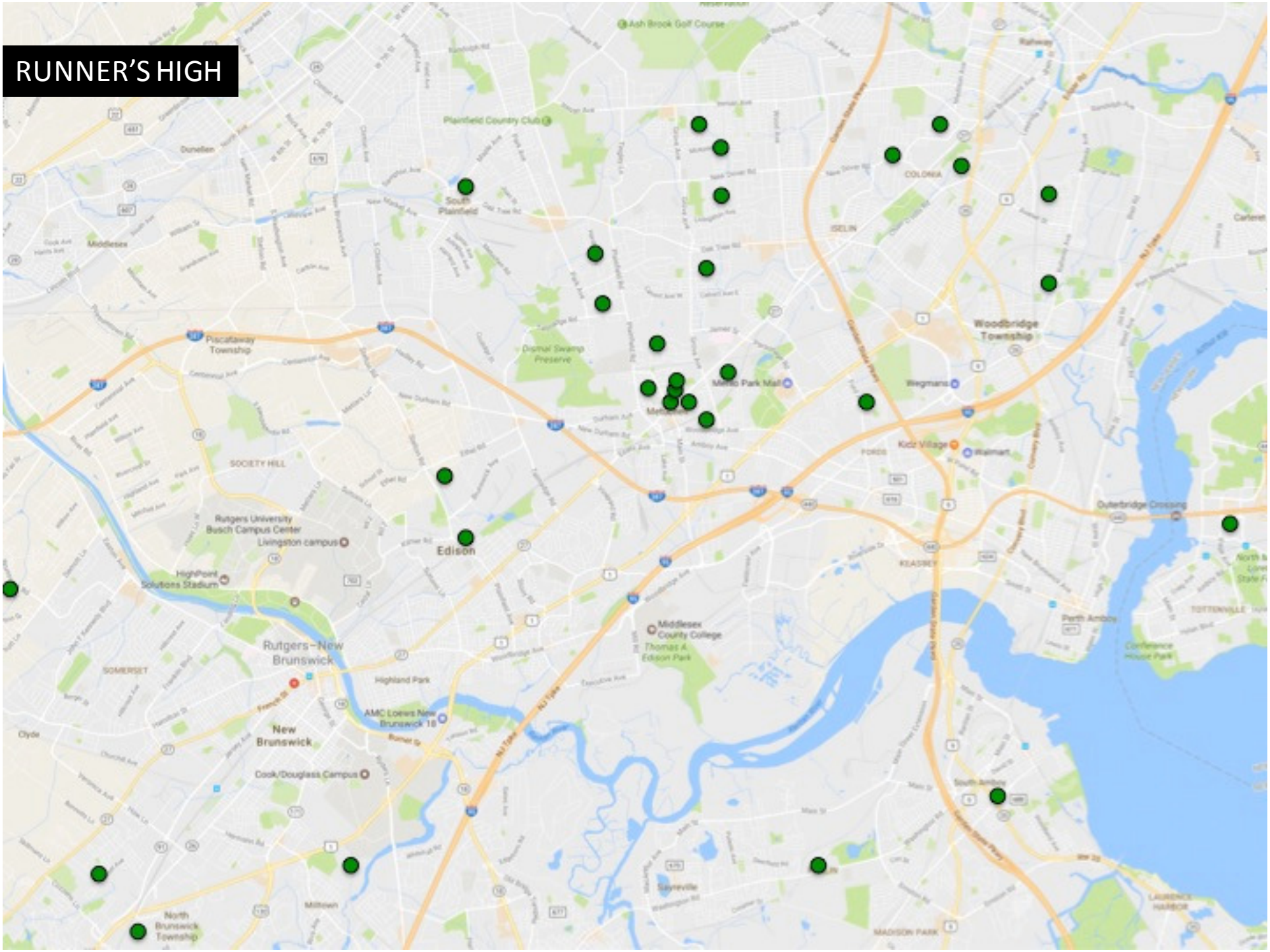
MARAFAKI FAIR TRADE



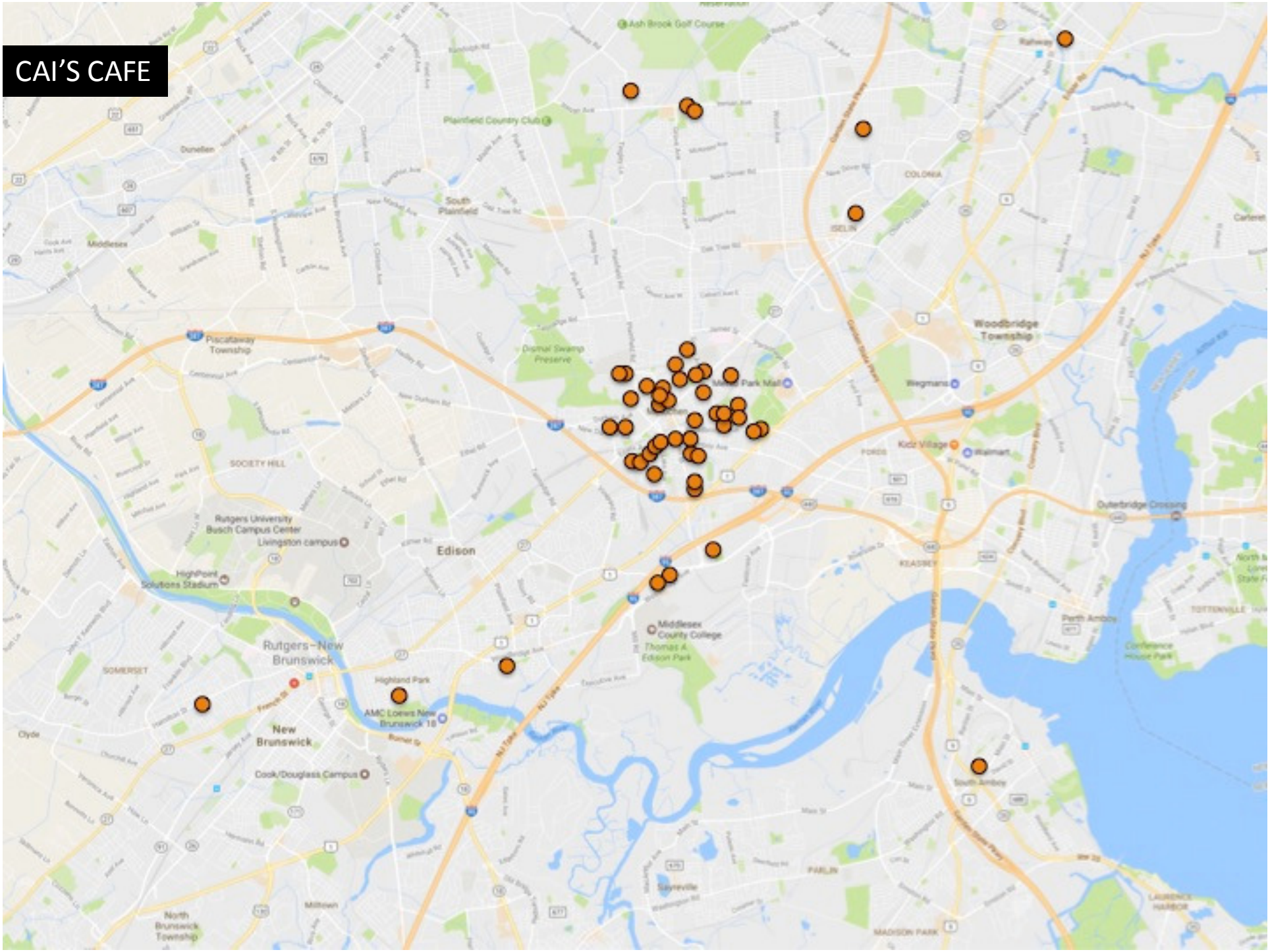
BUTTERY'S BAKERY



RUNNER'S HIGH



CAI'S CAFE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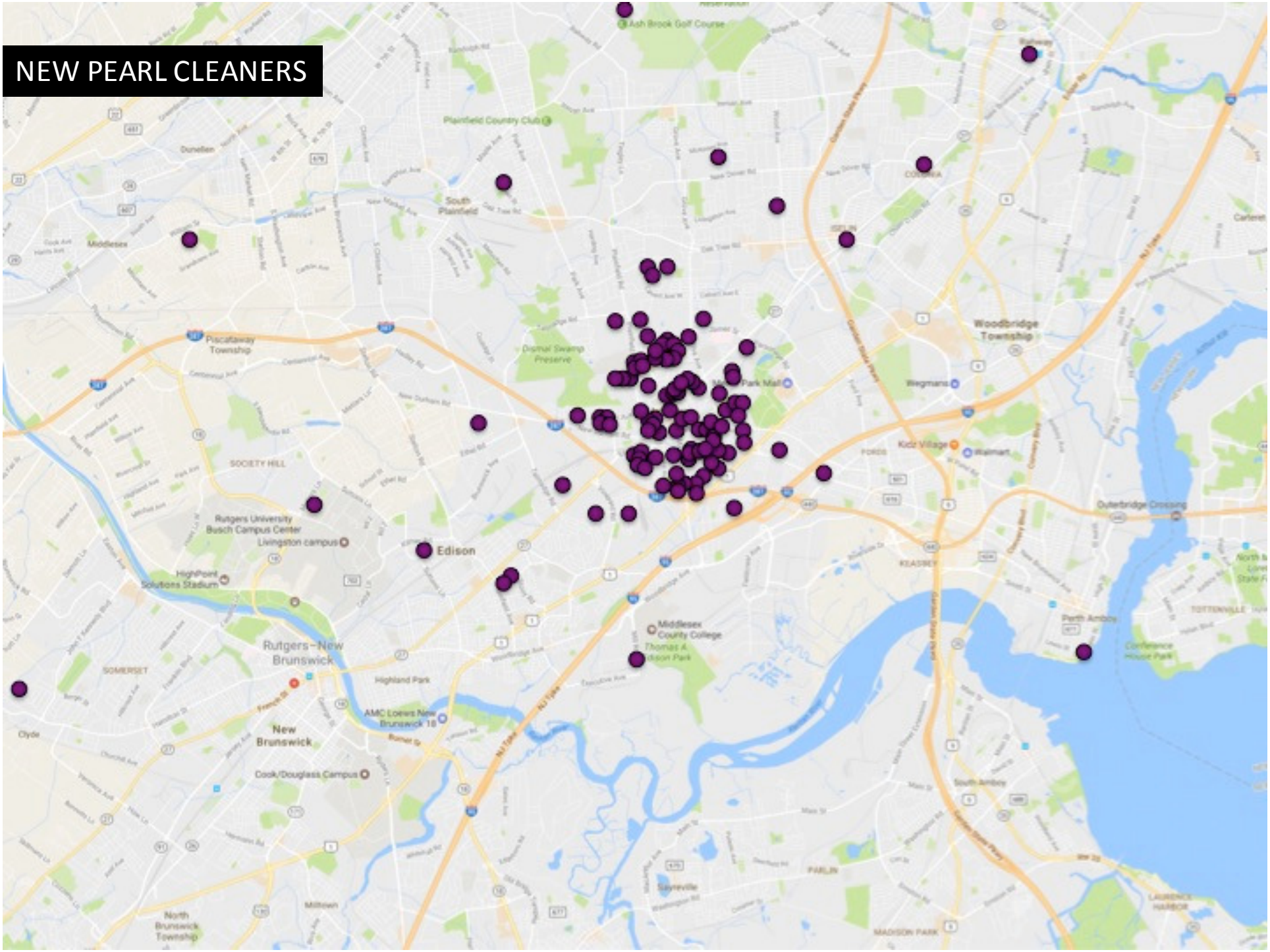
AMC Loews New Brunswick 18
New Brunswick
Cook/Douglass Campus
Clyde
NJ Turnpike
Sayreville
PARLIN
South Amboy
Conference House Park
Milltown
North Brunswick Township
MADISON PARK


NEW PEARL CLEANERS
Ash Brook Golf Course
Plainfield Country Club
Dunellen
South Plainfield
Middlesex
Piscataway Township
Distrial Swamp Preserve
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Park Mall
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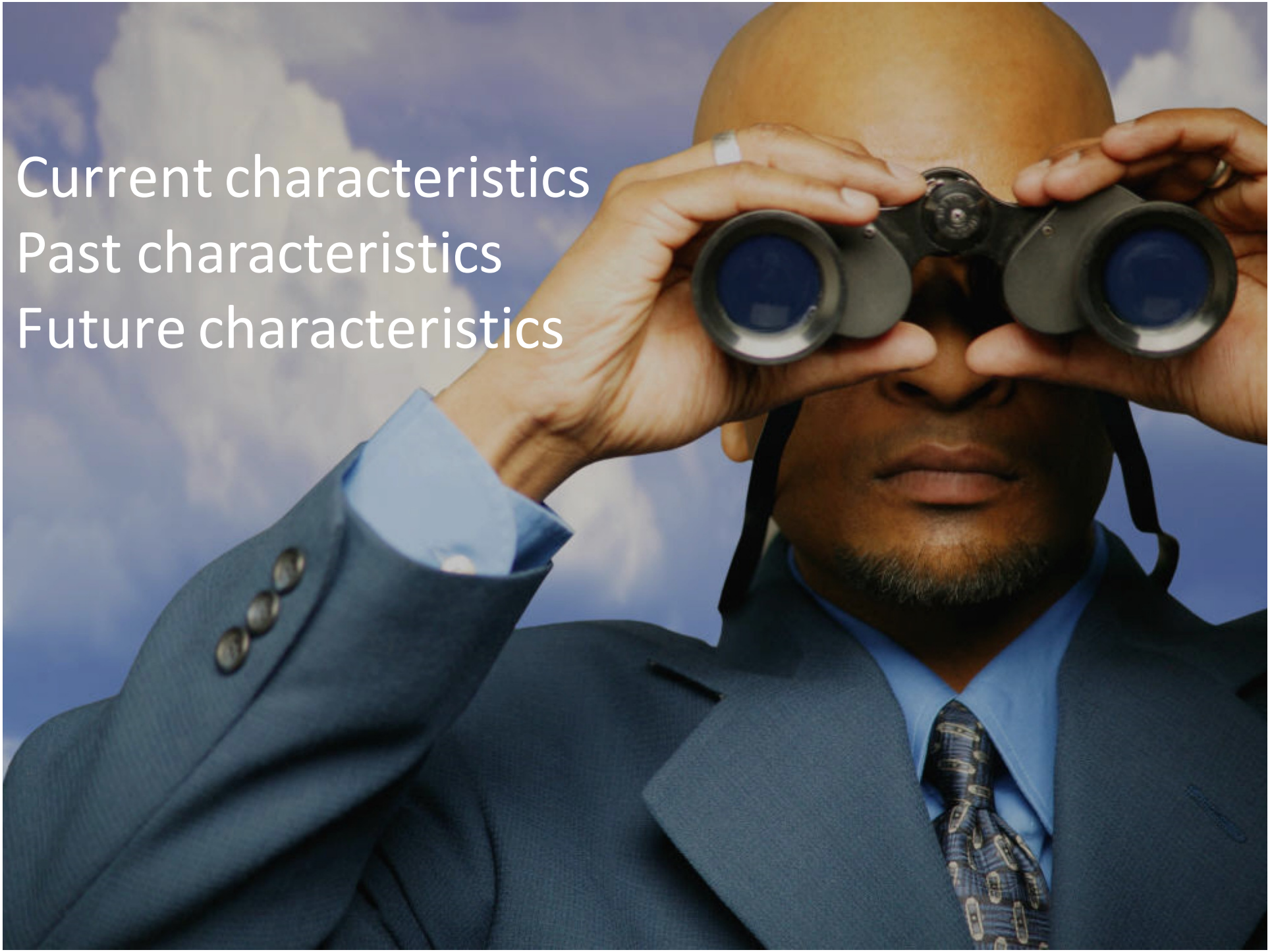
AMC Loews New Brunswick 18
New Brunswick
Cook/Douglass Campus
Clyde
NJ Turnpike
Sayreville
PARLIN
South Amboy
Milltown
North Brunswick Township
MADISON PARK

WHAT'S NEW? MEN'S CONSIGNMENT

POPULATION CHARACTERISTICS + TRENDS


Current characteristics
Past characteristics
Future characteristics

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United States Census Bureau

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Popular Tables

Population and Housing

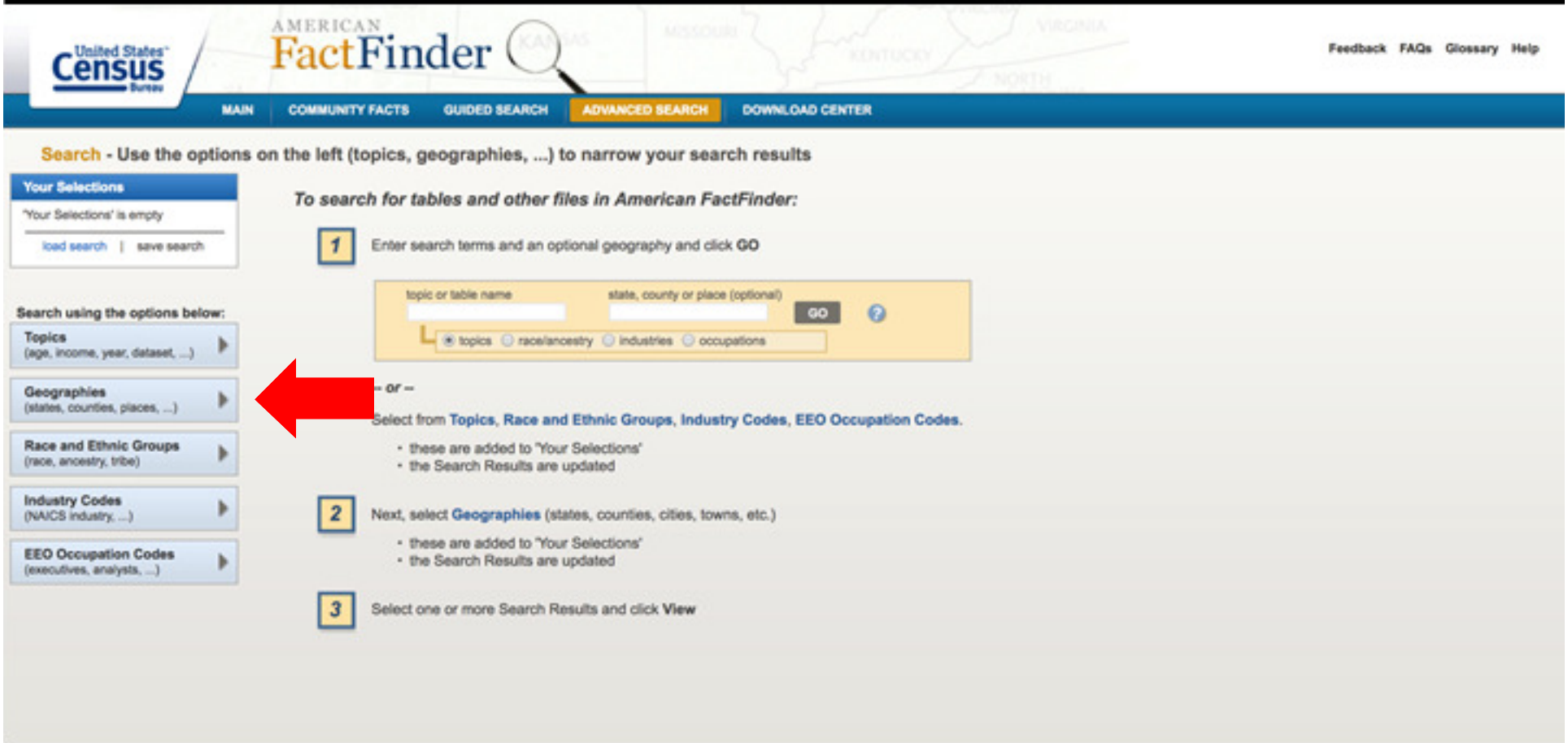
- Annual Population Estimates (2016 PEP, PEPANNRES)
- Demographic and Housing Estimates (2015 ACS, DP05)
- General Housing Characteristics (2015 ACS, DP04)
- General Demographic Characteristics (2010 Census, DP-1)

Poverty and Income

- General Economic Characteristics (2015 ACS, DP03)

Age, Race, Sex and Education

- Selected Social Characteristics (2015 ACS, DP02)
- Educational Attainment (2015 ACS, S1501)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(race, ancestry, tribe)
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topic or table name
state, county or place (optional)
GO
topics race/ancestry industries occupations
-- or --
Select from Topics, Race and Ethnic Groups, Industry Codes, EEO Occupation Codes.
• these are added to 'Your Selections'
• the Search Results are updated
2
Next, select Geographies (states, counties, cities, towns, etc.)
• these are added to 'Your Selections'
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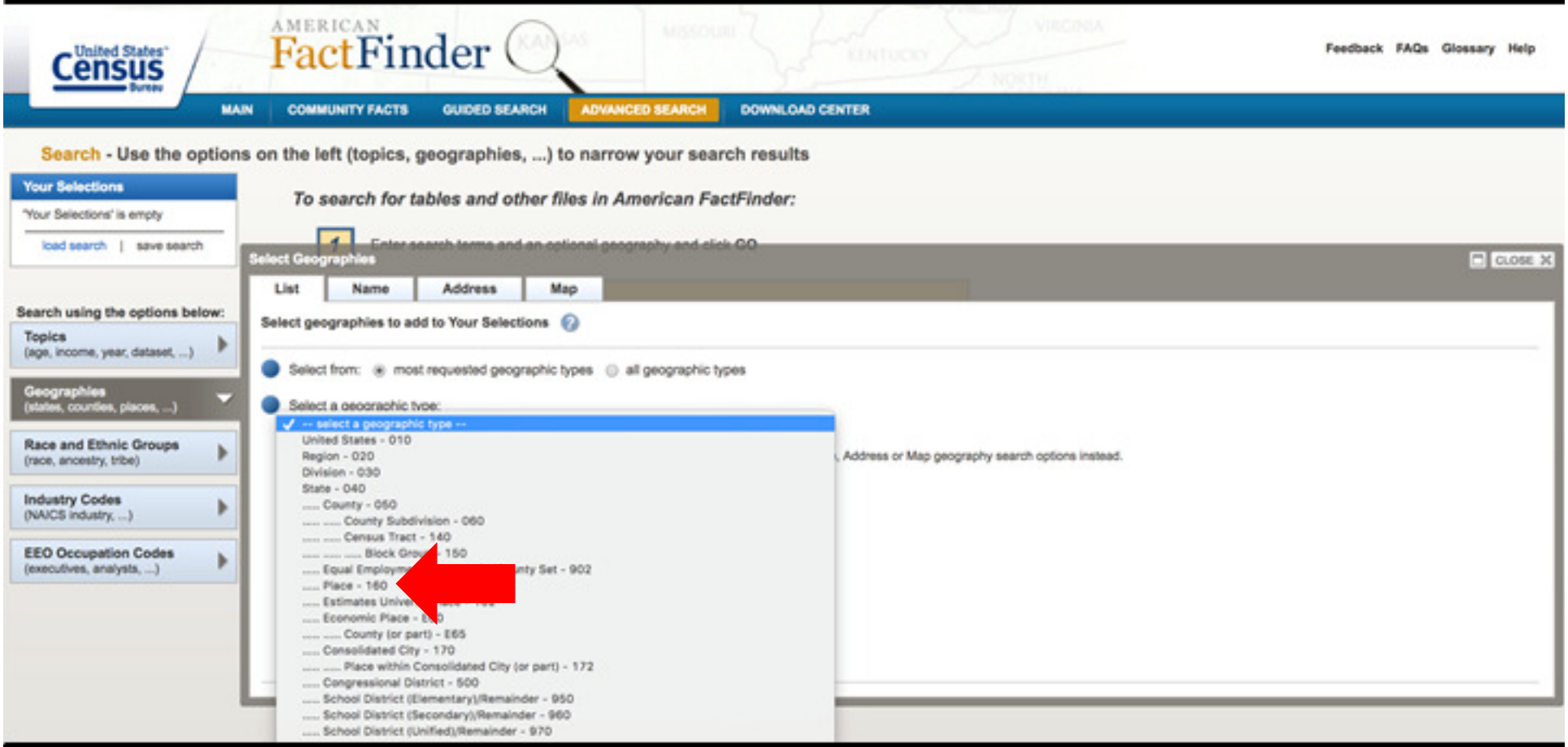
3
Select one or more Search Results and click View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Industry Codes
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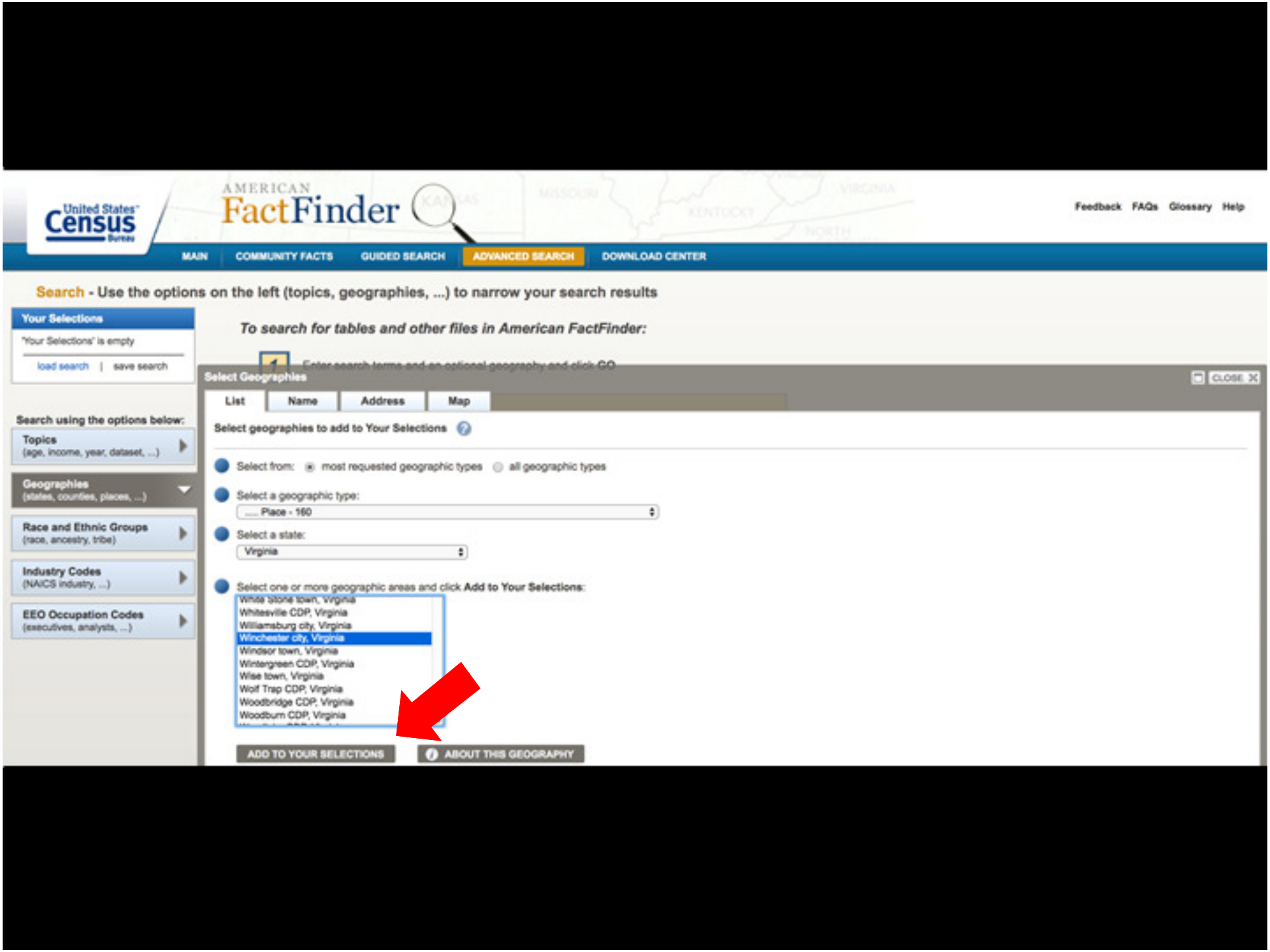
Region - 020
Division - 030
State - 040
County - 050
County Subdivision - 060
Census Tract - 140
Place - 160
Consolidated City - 170
Congressional District - 500
School District (Elementary)/Remainder - 950
School District (Secondary)/Remainder - 960
School District (Unified)/Remainder - 970
Address or Map geography search options instead.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Place - 160
Select a state:
Virginia
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Winchester city, Virginia
Windsor town, Virginia
Wintergreen CDP, Virginia
Wise town, Virginia
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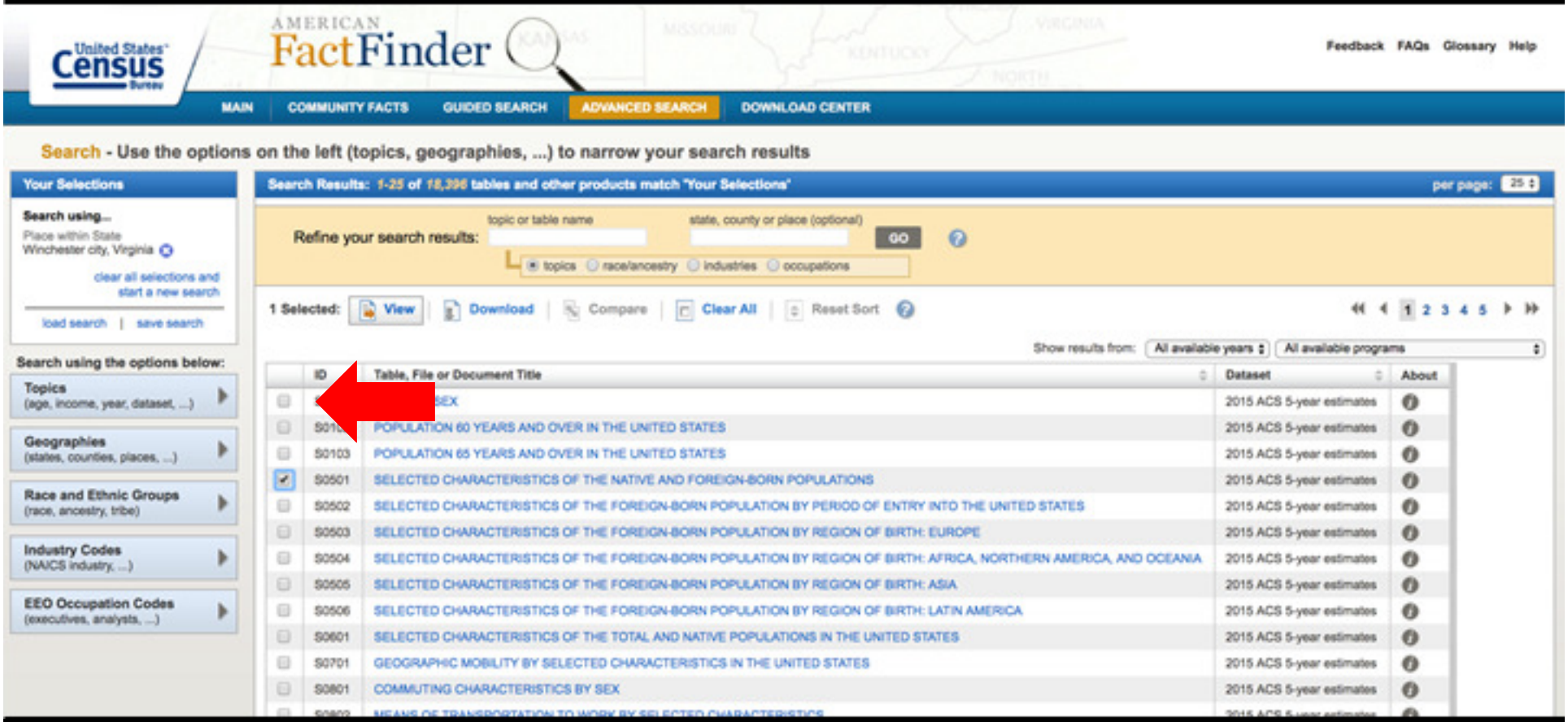
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About
SEX
POPULATION 60 YEARS AND OVER IN THE UNITED STATES
POPULATION 65 YEARS AND OVER IN THE UNITED STATES
SELECTED CHARACTERISTICS OF THE NATIVE AND FOREIGN-BORN POPULATIONS
SELECTED CHARACTERISTICS OF THE FOREIGN-BORN POPULATION BY PERIOD OF ENTRY INTO THE UNITED STATES
SELECTED CHARACTERISTICS OF THE FOREIGN-BORN POPULATION BY REGION OF BIRTH: EUROPE
SELECTED CHARACTERISTICS OF THE FOREIGN-BORN POPULATION BY REGION OF BIRTH: AFRICA, NORTHERN AMERICA, AND OCEANIA
SELECTED CHARACTERISTICS OF THE FOREIGN-BORN POPULATION BY REGION OF BIRTH: ASIA
SELECTED CHARACTERISTICS OF THE FOREIGN-BORN POPULATION BY REGION OF BIRTH: LATIN AMERICA
SELECTED CHARACTERISTICS OF THE TOTAL AND NATIVE POPULATIONS IN THE UNITED STATES
GEOGRAPHIC MOBILITY BY SELECTED CHARACTERISTICS IN THE UNITED STATES
COMMUTING CHARACTERISTICS BY SEX
2015 ACS 5-year estimates

United States Census Bureau

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S0101

AGE AND SEX
2011-2015 American Community Survey 5-Year Estimates

Table View

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Actions: Modify Table | Add/Remove Geographies | Bookmark/Save | Print | Download | Create a Map

View Geography Notes | View Table Notes

Tell us what you think. Provide feedback to help make American Community Survey data more useful for you.

Although the American Community Survey (ACS) produces population, demographic and housing unit estimates, it is the Census Bureau's Population Estimates Program that produces and disseminates the official estimates of the population for the nation, states, counties, cities and towns and estimates of housing units for states and counties.

Versions of this table are available for the following years:

- 2015
- 2014
- 2013
- 2012
- 2011
- 2010

1 - 36 of 36

Subject	Winchester city, Virginia					
	Total		Male		Female	
	Estimate	Margin of Error	Estimate	Margin of Error	Estimate	Margin of Error
Total population	27,168	*****	13,433	+/-204	13,735	+/-204
AGE						
Under 5 years	6.5%	+/-0.2	6.7%	+/-1.0	6.4%	+/-1.0
5 to 9 years	5.5%	+/-0.9	6.4%	+/-1.2	4.7%	+/-1.2
10 to 14 years	6.6%	+/-0.9	6.7%	+/-1.2	6.5%	+/-1.3
15 to 19 years	7.5%	+/-0.7	7.8%	+/-1.1	7.2%	+/-0.9
20 to 24 years	7.9%	+/-0.7	7.7%	+/-0.9	8.1%	+/-0.9
25 to 29 years	7.8%	+/-0.6	8.0%	+/-1.0	7.5%	+/-0.7
30 to 34 years	5.8%	+/-0.6	6.0%	+/-0.9	5.6%	+/-0.8

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VIRGINIA POPULATION PROJECTIONS

Projections by Locality

- Total Population: |
- Age and Sex
- Race and Ethnicity
- Methodology
- Interactive Map

Related Articles

- 1 in 5 Virginians will be over 65 years by 2030 | *web series*
- Virginia is projected to be the 10th largest state by 2040 | *web series*
- How accurate are population projections? | *web series*
- Virginia Population Projections | *press release*

Additional Information

- Understanding Population Projections
- State-Wide Projections vs. Local Scenario Projections
- Review Process for the Virginia Population Projections

At A Glance

The 2016-2018 biennial budget allocated funds for a fresh round of official statewide population projections to be developed by the Demographics Research Group at the UVA Weldon Cooper Center.

Tapestry Segmentation Area Profile

Rockingham County, VA
Rockingham County, VA (51165)
Geography: County

Prepared by Esri

Top Twenty Tapestry Segments

		2016 Households		2016 U.S. Households		
Rank	Tapestry Segment	Percent	Cumulative Percent	Percent	Cumulative Percent	Index
1	Salt of the Earth (6B)	28.4%	28.4%	2.9%	2.9%	974
2	Green Acres (6A)	15.5%	43.9%	3.2%	6.1%	485
3	Southern Satellites (10A)	12.3%	56.2%	3.2%	9.3%	391
4	Heartland Communities (6F)	8.7%	64.9%	2.4%	11.7%	369
5	Middleburg (4C)	8.4%	73.3%	2.8%	14.5%	297
	Subtotal	**73.3%**		**14.5%**		
6	Exurbanites (1E)	6.8%	80.1%	1.9%	16.4%	351
7	Rustbelt Traditions (5D)	4.1%	84.2%	2.2%	18.6%	185
8	Prairie Living (6D)	3.7%	87.9%	1.1%	19.7%	336
9	Bright Young Professionals (8C)	3.6%	91.5%	2.2%	21.9%	162
10	Retirement Communities (9E)	3.4%	94.9%	1.2%	23.1%	277
	Subtotal	**21.6%**		**8.6%**		
11	Midlife Constants (5E)	2.7%	97.6%	2.5%	25.6%	108
12	Down the Road (10D)	1.4%	99.0%	1.1%	26.7%	127
13	Comfortable Empty Nesters (5A)	0.9%	99.9%	2.5%	29.2%	37
	Subtotal	**5.0%**		**6.1%**		

LifeMode Group: Cozy Country Living

Salt of the Earth

6B

Households: 3,517,000

Average Household Size: 2.58

Median Age: 43.1

Median Household Income: $53,000

WHO ARE WE?

Salt of the Earth residents are entrenched in their traditional, rural lifestyles. Citizens here are older, and many have grown children that have moved away. They still cherish family time and also tending to their vegetable gardens and preparing homemade meals. Residents embrace the outdoors; they spend most of their free time preparing for their next fishing, boating, or camping trip. The majority has at least a high school diploma or some college education; many have expanded their skill set during their years of employment in the manufacturing and related industries. They may be experts with DIY projects, but the latest technology is not their forte. They use it when absolutely necessary, but seek face-to-face contact in their routine activities.

OUR NEIGHBORHOOD

- This large segment is concentrated in the Midwest, particularly in Ohio, Pennsylvania, and Indiana.
- Due to their rural setting, households own two vehicles to cover their long commutes, often across county boundaries.
- Home ownership rates are very high (Index 132). Single-family homes are affordable, valued at 25 percent less than the national market.
- Two in three households are composed of married couples; less than half have children at home.

SOCIOECONOMIC TRAITS

- Steady employment in construction, manufacturing, and related service industries.
- Completed education: 42% with a high school diploma only.
- Household income just over the national median, while net worth is double the national median.
- Spending time with family their top priority.
- Cost-conscious consumers, loyal to brands they like, with a focus on buying American.
- Last to buy the latest and greatest products.
- Try to eat healthy, tracking the nutrition and ingredients in the food they purchase.

Tapestry Segmentation Area Profile

Harrisonburg City, VA
Harrisonburg City, VA (5135624)
Geography: Place

Prepared by Esri

Top Twenty Tapestry Segments

		2016 Households		2016 U.S. Households		
			Cumulative		Cumulative	
Rank	Tapestry Segment	Percent	Percent	Percent	Percent	Index
1	College Towns (14B)	33.5%	33.5%	0.9%	0.9%	3553
2	Bright Young Professionals (8C)	20.4%	53.9%	2.2%	3.1%	915
3	Dorms to Diplomas (14C)	12.0%	65.9%	0.5%	3.6%	2,368
4	Retirement Communities (9E)	8.1%	74.0%	1.2%	4.8%	663
5	Front Porches (8E)	6.4%	80.4%	1.6%	6.4%	397
	Subtotal	**80.4%**		**6.4%**		
6	International Marketplace (13A)	6.3%	86.7%	1.2%	7.6%	514
7	Green Acres (6A)	4.4%	91.1%	3.2%	10.8%	138
8	Emerald City (8B)	2.8%	93.9%	1.4%	12.2%	200
9	In Style (5B)	2.8%	96.7%	2.3%	14.5%	124
10	Down the Road (10D)	1.9%	98.6%	1.1%	15.6%	167
	Subtotal	**18.2%**		**9.2%**		
11	Set to Impress (11D)	1.4%	100.0%	1.4%	17.0%	103
	Subtotal	**1.4%**		**1.4%**		

LifeMode Group: Scholars and Patriots

College Towns

14B

Households: 1,104,000

Average Household Size: 2.12

Median Age: 24.3

Median Household Income: $28,000

WHO ARE WE?

About half the residents of *College Towns* are enrolled in college, while the rest work for a college or the services that support it. Students have busy schedules, but make time between studying and part-time jobs for socializing and sports. Students that are new to managing their own finances tend to make impulse buys and splurge on the latest fashions. This digitally engaged group uses computers and cell phones for all aspects of life including shopping, school work, news, social media, and entertainment. *College Towns* are all about new experiences, and residents seek out variety and adventure in their lives.

OUR NEIGHBORHOOD

- These are nonfamily households with many students living alone or with roommates for the first time.
- This segment is a mix of densely developed student housing and dorms with local residences.
- Off-campus, low rent apartments comprise half of the housing stock.
- Over three-quarters of the households are renter occupied, with one in ten remaining vacant.
- One-third of homes are single family; mostly occupied by local residents who own their homes.
- This market is bike and pedestrian friendly.

SOCIOECONOMIC TRAITS

- Their limited incomes result in thrifty purchases.
- They do not eat the healthiest foods, nor do they see a doctor regularly.
- They dress to impress with the latest fashions of the season.
- They prefer environmentally friendly products and vehicles that get good gas mileage.
- They're heavily influenced by celebrity endorsements and trends in magazines.
- They feel anything that can be done online is easier than in person.
- They have liberal political views.

SALES VOID ANALYSIS

Retail MarketPlace Profile

Brunswick County, VA
Geography: County

Prepared by Esri

Summary Demographics						
2016 Population						17,558
2016 Households						6,486
2016 Median Disposable Income						$31,009
2016 Per Capita Income						$17,904
Industry Summary	**NAICS**	**Demand (Retail Potential)**	**Supply (Retail Sales)**	**Retail Gap**	**Leakage/Surplus Factor**	**Number of Businesses**
Total Retail Trade and Food & Drink	44-45,722	$172,301,451	$72,896,153	$99,405,298	40.5	77
Total Retail Trade	44-45	$157,976,37C	$65,724,197	$92,252,171	41.2	59
Total Food & Drink	722	$14,325,081	$7,171,956	$7,153,125	33.3	18
Industry Group	**NAICS**	**Demand (Retail Potential)**	**Supply (Retail Sales)**	**Retail Gap**	**Leakage/Surplus Factor**	**Number of Businesses**
Motor Vehicle & Parts Dealers	441	$38,240,740	$9,988,891	$28,251,849	58.6	13
Automobile Dealers	4411	$31,811,171	$7,388,720	$24,422,457	62.3	1C
Other Motor Vehicle Dealers	4412	$4,546,985	$0	$4,546,985	100.0	0
Auto Parts, Accessories & Tire Stores	4413	$1,882,57E	$2,600,171	-$717,593	-16.0	1
Furniture & Home Furnishings Stores	442	$4,279,427	$270,255	$4,009,172	88.1	1
Furniture Stores	4421	$2,554,07E	$270,255	$2,283,823	80.9	1
Home Furnishings Stores	4422	$1,725,349	$0	$1,725,349	100.0	0
Electronics & Appliance Stores	443	$5,617,457	$0	$5,617,457	100.0	C
Bldg Materials, Garden Equip. & Supply Stores	444	$7,543,511	$4,161,247	$3,382,264	28.9	9
Bldg Material & Supplies Dealers	4441	$6,739,831	$2,609,380	$4,130,451	44.2	E
Lawn & Garden Equip & Supply Stores	4442	$803,680	$1,551,867	-$748,187	-31.8	3
Food & Beverage Stores	445	$30,682,111	$10,106,023	$20,576,09C	50.4	5
Grocery Stores	4451	$28,873,762	$9,931,245	$18,942,517	48.8	8
Specialty Food Stores	4452	$874,22E	$174,77E	$699,45C	66.7	1
Beer, Wine & Liquor Stores	4453	$934,123	$0	$934,123	100.0	0
Health & Personal Care Stores	446,4461	$9,311,945	$892,673	$8,419,272	82.5	1
Gasoline Stations	447,4471	$12,139,312	$33,527,958	-$21,388,646	-46.8	12
Clothing & Clothing Accessories Stores	448	$6,992,71E	$2,477,957	$4,514,762	47.7	1
Clothing Stores	4481	$5,105,795	$2,381,991	$2,723,804	36.4	1
Shoe Stores	4482	$879,76E	$95,966	$783,803	80.3	1
Jewelry, Luggage & Leather Goods Stores	4483	$1,007,155	$0	$1,007,155	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	$4,162,557	$0	$4,162,557	100.0	C
Sporting Goods/Hobby/Musical Instr Stores	4511	$3,501,774	$0	$3,501,774	100.0	0
Book, Periodical & Music Stores	4512	$660,783	$0	$660,783	100.0	C
General Merchandise Stores	452	$28,611,862	$3,583,013	$25,028,849	77.7	7
Department Stores Excluding Leased Depts.	4521	$21,490,29C	$270,388	$21,219,902	97.5	1
Other General Merchandise Stores	4529	$7,121,572	$3,312,625	$3,808,947	36.5	6
Miscellaneous Store Retailers	453	$5,706,48C	$716,180	$4,990,307	77.7	1
Florists	4531	$266,257	$116,411	$149,846	39.2	2
Office Supplies, Stationery & Gift Stores	4532	$1,468,43C	$0	$1,468,43C	100.0	C
Used Merchandise Stores	4533	$619,949	$130,682	$489,267	65.2	2
Other Miscellaneous Store Retailers	4539	$3,351,851	$469,087	$2,882,764	75.4	1
Nonstore Retailers	454	$4,688,240	$0	$4,688,240	100.0	0
Electronic Shopping & Mail-Order Houses	4541	$3,160,995	$0	$3,160,995	100.0	C
Vending Machine Operators	4542	$253,300	$0	$253,300	100.0	0
Direct Selling Establishments	4543	$1,273,941	$0	$1,273,941	100.0	C
Food Services & Drinking Places	722	$14,325,081	$7,171,956	$7,153,125	33.3	18
Full-Service Restaurants	7221	$7,665,22C	$3,554,043	$4,111,177	36.6	12
Limited-Service Eating Places	7222	$6,292,329	$3,617,913	$2,674,416	27.0	6
Special Food Services	7223	$276,13E	$0	$276,139	100.0	C
Drinking Places - Alcoholic Beverages	7224	$91,393	$0	$91,393	100.0	0

Retail MarketPlace Profile

Brunswick County, VA
Geography: County

Prepared by Esri

Summary Demographics	
2016 Population	17,558
2016 Households	6,486
2016 Median Disposable Income	$31,009
2016 Per Capita Income	$17,904

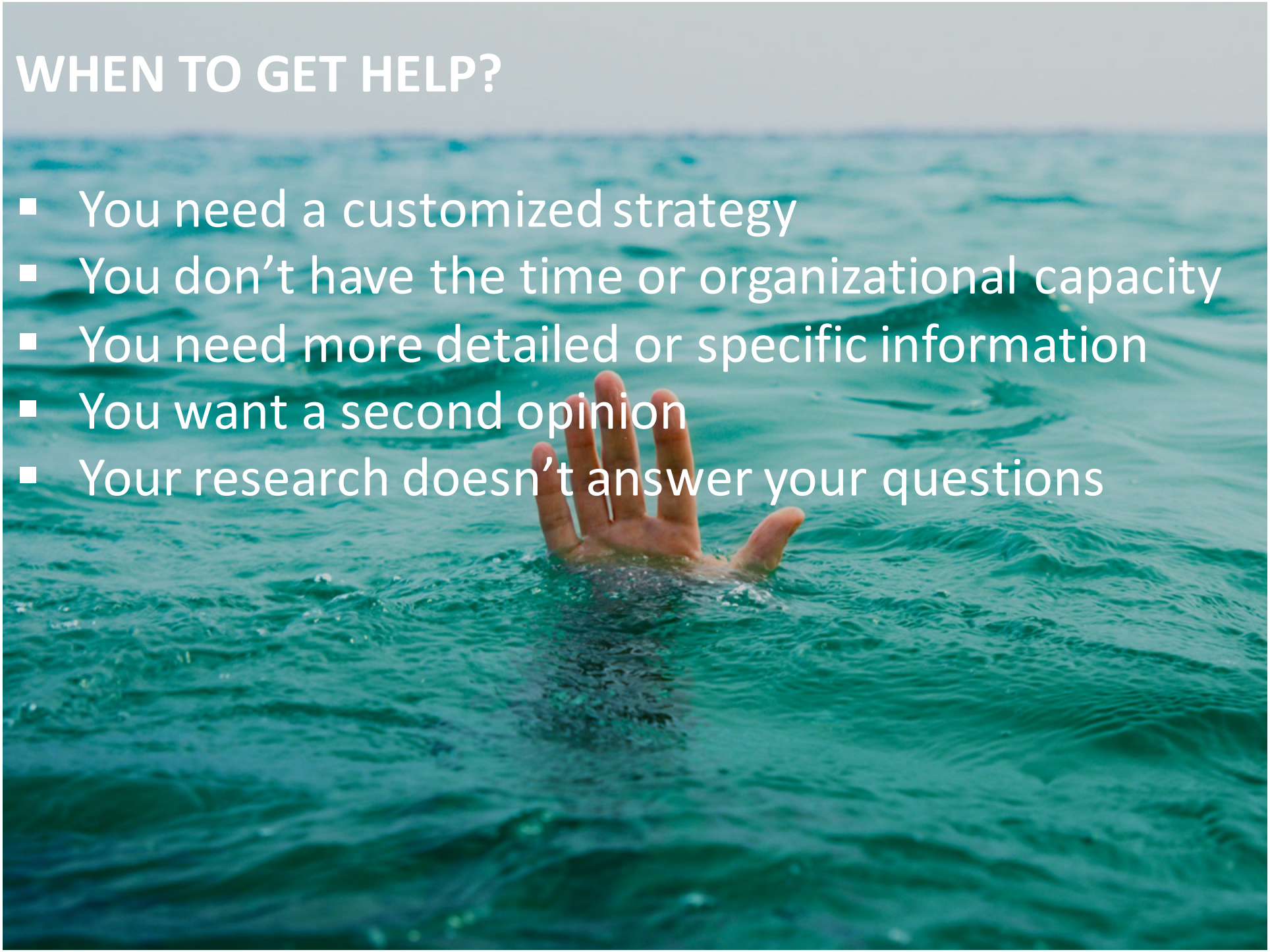
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	$172,301,451	$72,896,153	$99,405,298	40.5	77
Total Retail Trade	44-45	$157,976,370	$65,724,197	$92,252,173	41.2	59
Total Food & Drink	722	$14,325,081	$7,171,956	$7,153,125	33.3	18

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	$38,240,740	$9,988,891	$28,251,849	58.6	13
Automobile Dealers	4411	$31,811,177	$7,388,720	$24,422,457	62.3	10
Other Motor Vehicle Dealers	4412	$4,546,985	$0	$4,546,985	100.0	0
Auto Parts, Accessories & Tire Stores	4413	$1,882,578	$2,600,171	-$717,593	-16.0	3
Furniture & Home Furnishings Stores	442	$4,279,427	$270,255	$4,009,172	88.1	1
Furniture Stores	4421	$2,554,078	$270,255	$2,283,823	80.9	1
Home Furnishings Stores	4422	$1,725,349	$0	$1,725,349	100.0	0
Electronics & Appliance Stores	443	$5,617,457	$0	$5,617,457	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	$7,543,511	$4,161,247	$3,382,264	28.9	9
Bldg Material & Supplies Dealers	4441	$6,739,831	$2,609,380	$4,130,451	44.2	6
Lawn & Garden Equip & Supply Stores	4442	$803,680	$1,551,867	-$748,187	-31.8	3
Food & Beverage Stores	445	$30,682,113	$10,106,023	$20,576,090	50.4	9
Grocery Stores	4451	$28,873,762	$9,931,245	$18,942,517	48.8	8
Specialty Food Stores	4452	$874,228	$174,778	$699,450	66.7	1
Beer, Wine & Liquor Stores	4453	$934,123	$0	$934,123	100.0	0

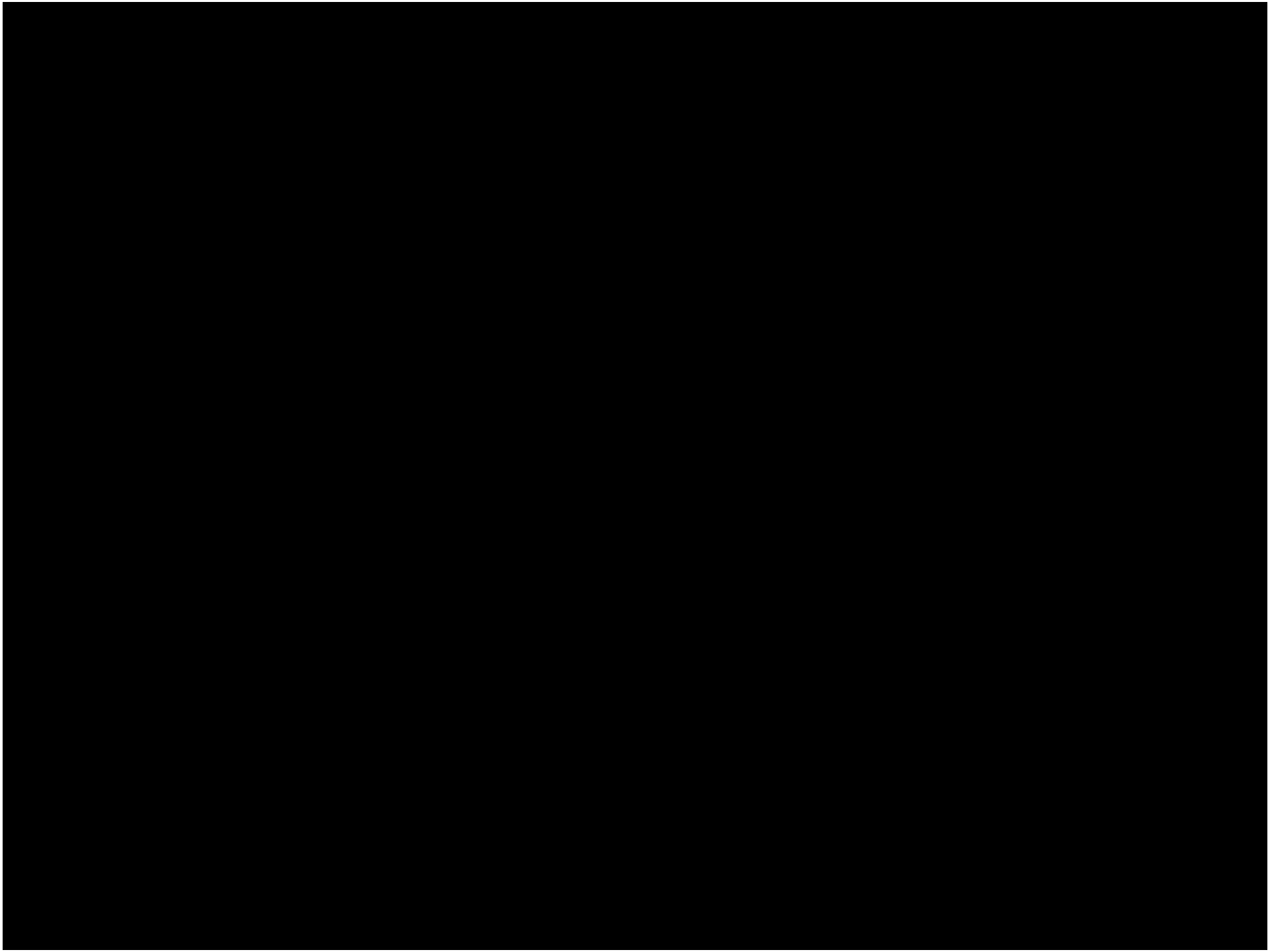
BUSINESS INVENTORY ANALYSIS

COMPETITIVE CONTEXT

PERCEPTIONS + ATTITUDES



WHEN TO GET HELP?

- You need a customized strategy
- You don’t have the time or organizational capacity
- You need more detailed or specific information
- You want a second opinion
- Your research doesn’t answer your questions

LAW OFFICES